**Tourism**

**Why has tourism grown?**

**Why has global tourism grown?**  
  
Tourism is the world's largest industry, worth $500 billion dollars in 2007. Leisure accounts for 75% of all international travel. There were nearly 900 million tourist travellers in 2007 and this is set to rise to a massive 1.6 billion by 2020. In most countries, domestic tourism (people going on holiday in their own country) is between four and five times greater than international tourism.  
  
The tourism industry is therefore one of the greatest providers of jobs and income in countries at different stages of development. The reliance of different parts of the world on tourism varies. For 83% of countries, tourism is one of the top five sources of foreign exchange. The Caribbean countries get half their GDP from tourism. The top six destination countries are France, Spain, the USA, China, Italy and the UK. Germans spend more per person than any other nation on holiday, followed by Americans, British, French and Japanese.  
  
  
**Factors affecting tourism's growth**  
  
**Social and Economic factors**

* Since the 1950s families have become wealthier. Incomes are larger and so is disposable income (the amount left to spend as you wish after essentials such as housing, food and bills are paid). Most families have two working parents whereas in the past there was only one.
* People have less children: it is less expensive to take a small family on holiday than a large one.
* Car ownership has grown meaning people can travel more easily to different tourist locations
* People have more leisure time: in the 1950s people only had two weeks holiday a year compared to between four and six today.
* Life expectancy has increased which means people live longer so can visit more places
* There are more retired people due to better healthcare and they also have good pensions so could possibly afford several holidays a year and they have more time to travel

**Improvements in technology**

* travel is quick and easy - motorways, airport expansion and faster jet aircraft have all contributed to this
* flying has become cheaper and booking online is quick and easy

**Expansion of holiday choice**

* during the 1950s and 1960s coastal resorts were popular and in the UK the National Parks were opening and offering new opportunities
* the 1970s saw a decline in seaside holidays due to competition from cheap package holidays to mainland Europe, especially Spain
* packages are now available to destinations all over the world that offer a huge variety of sight and activities

**Attractions**

**Physical attractions**: these are natural features of the landscape such as mountains, valleys and beaches  
**Human attractions**: these are man-made features such as shops, restaurants and architecture

**The importance of tourism**

How important is tourism in different countries?  
  
Tourism is an important part of the economics of many richer countries, especially those in Western Europe and North America. Today, it is increasingly seen by developing countries as one of the best ways to earn foreign income, provide jobs and improve standards of living. Countries want to take advantage of the growing numbers of tourists and the money they have to spend.  
  
The economic importance of tourism

* France has had more tourists than any other country for many years - 76 million tourists in 2007 - the tourism section of its economy is the number one earner of foreign exchange
* The USA earns more money than any other country from tourism - $66,547 millions - Europeans consider a trip to the USA more special than staying in Europe, so they are likely to stay longer and spend more
* Tourism in China is becoming more important as it has a variety of unusual landscapes and unique culture attracts increasing numbers with both time and money
* In the Caribbean almost 50% of visitor come from the nearby USA, with France, Canada and the UK also important sources of business. Expenditure per tourist ranges between $324 per holiday in Belize to $2,117 in the Virgin Islands, which attracts the wealthiest visitors

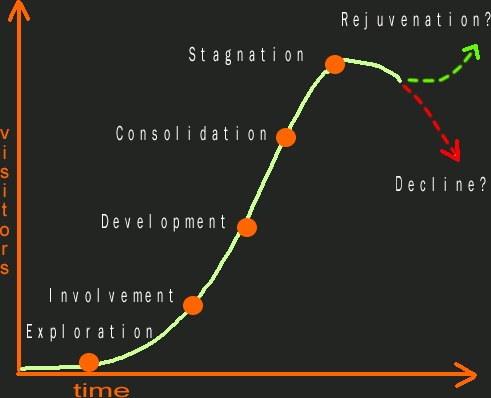
Essential jobs are created in all countries from tourism, but the contribution this industry makes to GDP varies greatly between wealthier and poorer countries. Rich countries have a broadly balanced economy of which tourism is one part. On the other hand, in LEDCs tourism can be essential. In the Caribbean, for example, several small island countries rely heavily on tourism to provide national income and employment. Around 80% of Barbados's national income comes from tourism.  
  
Benefits of tourism in poorer countries

* many people are employed to serve tourists such as waiters, souvenir shop assistants and tour guides. In Antigua and Barbuda 30% of the population work in these jobs, but in Jamaica only 8%
* Tourist spend their holiday money in pounds sterling, US dollars or Euros. This foreign exchange is essential to poorer countries. It can be used to buy goods and services from abroad
* many governments tax visitors to help pay for the extra services they use such as water supply, drainage, electricity and roads
* extra jobs are created indirectly. Hotels buy some produce from local suppliers to feed the visitors
* many small businesses have been started up to serve the tourists themselves and supply the services they demand. These include taxis, bars and restaurants,

**Tourism in the UK**

**The growth of tourism in the UK**  
  
Almost all UK tourism used to be domestic - British people holidaying in the UK. Only the wealthy and privileged were able to go abroad. Domestic holidays can be cheap or expensive. Camping costs little but staying in good quality hotels cost more than similar ones in other countries.  
  
Domestic tourism grew quickly in the 1950s and 1960s as the growing UK economy provided higher pay and more time off work. Having an annual holiday became common. UK seaside holidays peaked in the early to mid-1970s, with 40 million visitors annually. In the 1980s, Britain’s seaside resorts declined as package holidays abroad grew in number and affordability. Tourist started going to Spain as it was cheaper and has better weather than the UK. Hotels in the UK were forced to survive by housing the homeless during the 1980s, decreasing their reputation even more.  
  
In the UK, it earns over £80 billion every year from tourism and leisure. The UK attracts 27.7 million overseas visitors who spend over £13 billion of the £80 billion. Restaurants and hotels contributed £20 billion and £16 billion respectively.

The Butler Model – see online geography for an excellent powerpoint



**External factors affecting UK tourism in the early 21st century**  
  
Tourism can be limited by political and economic situations. Two key issues have caused difficulties in the early 21st century.  
  
Terrorism - this limited the number of tourism visiting a country. This could be as a result of the tourists fear of the attack happening again or increased security checks have led to increased waiting at airports and this can put people off from travelling.  
  
Exchange rates and the banking crisis - currency exchange rates control value for money for tourists on holiday. In 2009 the euro was high against the pound and at one point equal to that of £1, so holidaying in France and other Eurozone countries became more expensive. At the same time, the US dollar was valued at almost two to the pound, making the USA a much more attractive holiday destination.  
  
The banking crisis of autumn 2008 may mean people have less money to spend. People may reduce the number of holidays they take or even manage without one until the economic situation improves. On the other hand, the weaker pound should attract more foreign visitors in 2009.

**Blackpool**

Based on visitor numbers, Blackpool is still the UK leading coastal resort. Attractions such as the famous Blackpool Tower, theme park, donkeys on the beach and a sea front promenade. It has its origins in Victorian times and the reasons for its growth are the same as those mentioned in the Butler model. By the middle of the nineteenth century the railway had linked Blackpool to Manchester and the other densely populated textile towns of Lancashire. Factory workers poured into Blackpool on Bank Holidays. Later, after the introduction of paid annual holidays, they spent a week there, every year. Many northern families never considered going anywhere else. Blackpool had the natural advantage of a sandy beach, which stretched for miles; by 1900, the tourist infrastructure of promenade, piers, big hotels and the Tower were all in place.  
  
**Decline and decay in Blackpool**  
  
Growth was more or less continuous until 1960. However, the traditional British seaside resorts have been in decline for 40 years, ever since people discovered guaranteed summer sun and warmth in Mediterranean countries. Blackpool was badly affected.  
  
Between 1990 to 1999

* visitor numbers per year dropped from 17 million to 11 million
* 1000 hotels ceased trading
* 300 holiday-flat premises closed
* average hotel occupancy rate fell as low as 25%

Blackpool was not exciting existing visitors enough to make them come back the following year, nor was it attracting sufficient new customers. By 2000 some bed-and-breakfast prices had fallen as low as £10 per night, which left no money for investments in improvements. A downward spiral of decline set in as some parts of town started to look very run-down. This happened despite improvements in road access after the M55 was completed as the motorway link from the M6.  
  
**Blackpool's problems:**

* families frightened off by binge-drinking culture of 'stag nights' and 'hen parties'
* beach erosion during winter storms
* beach and sea water pollution
* unemployment out of season
* overcrowding and traffic jams on bank holidays
* unreliable summer weather - wet and windy
* cheap package holidays to the Mediterranean taking regular visitors away

**Strategies for solving Blackpool's problems:**

* smarten up areas run-down and which look unpleasant to tourists
* pulling down old buildings and landscaping car parks
* beaches have been cleaned up and beach facilities improved
* in 2006 three of Blackpool's beaches were given blue flags for clean sea-water
* sand extraction has been reduced further up the coast which will reduce the rate of erosion of the beaches
* the 'Blackpool Illuminations' which are vital for extending the visitor season into the autumn, are being transformed by a £10 million investment after years of 'always being the same'.
* Other off-season events, such as conferences and festivals are being promoted
* New attractions at the pleasure beach theme park
* more covered areas for tourists to protect them from the bad weather
* possibility of building a super-casino

**How effective have the strategies been?**  
  
The super-casino went to Manchester instead of Blackpool (although the plans were scrapped) and the average occupancy rates in Blackpool holiday accommodation remain below 25%. Blackpool will have to rely on day trippers and people who stay for a few nights at best. Blackpool’s attractions have not changed and it is limited by its size. Other coastal resorts such as Scarborough have tried to attract small businesses and change its image but Blackpool is too big for a small solution and suffers from its image. It is not a wealthy town, and has high rates of unemployment and areas of deprivation.

**National Parks**

National Parks (NP) are large areas of mainly rural land. England's Parks cover 7% of its land area and Scotland's two parks take up 7.3 %. In Wales a huge 20% makes up its three NP. Globally, there are 6,000 NPs, protecting 12% of the world's land surface. The UK's first NP was the Peak District of Derbyshire, created in 1951 by an Act of Parliament.  
  
After the world war two the aim of governments was to try and increase peoples quality of life. NPs aims were to conserve natural and cultural landscapes while allowing access for visitors to enjoy them. Earlier it was decided that the South Downs was to become the latest NP after a long period of consultation and it is expected to become one of the busiest as it is in such a densely populated populated region.  
  
Many NPs are uplands such as Snowdonia and the Lake District; a few more are lowlands (Norfolk broads) and coastal (Pembrokshire). Land remains privately owned (81%), mostly by farmers, but the Forestry Commission, the National Trust, the Ministry of Defence and the water authorities also own some areas. The NP Authorities only directly control 1%. Local people make their living from the land and local businesses.  
  
**National Park**: an area usually designated by law where development is limited and planning controlled. The landscape is regarded as unusual and valuable and therefore worth preserving.  
  
**Honeypot site**: a location attracting a large number of tourists who, due to their numbers, place pressure on the environment and people.  
  
  
  
  
  
  
  
  
**The Lake District National Park (LDNP)**  
  
The English Lake District is a glaciated upland area in Cumbria, north-west England. It stretches 64km form north to south and 53km east to west. It became a NP in 1951.  
  
**Attractions:**

* stunning scenery
* abundant wildlife
* cultural heritage - considered to be England's finest landscape
* ribbon lakes like Lake Windermere - sailing, jet-skiing, windsailing, powerboating. The lake is segregated into different areas for windsailing and powrboating so the activities do not clash and quiet areas are left for people seeking peace and quiet
* fishing from the shore or from boats
* walking - one of the most popular draws for tourists - routes vary from short and relatively flat to extremely long and tough - many guides are available for purchase
* mountaineering - challenges in corries and sides of u-shaped valleys
* historical and cultural sites also attract tourists - the Lake District has been occupied since the end of the ice age (10,000 year ago)
* Beatrix Potter's house

**Impacts of Tourism:**  
  
There are both positive and negative impacts of tourism on the LDNP.  
  
**Traffic Problems:**  
  
Over 89% of visitors come by car, often just for the day. Many roads, including A roads, are narrow and winding. Buses and large delivery vehicles have to use these to service both locals and tourists. Queues are a common problem, especially towards the end of the day when day trippers are heading home. Towns like Bowness-on-Windermere act as honeypot sites and were not originally built for the huge volumes of traffic that arrive daily in the summer, especially at weekends. Congestion and car parking are a serious problem. Car parks have been extended in Bowness-on-Windermere but this has not been enough and in desperation, in the countryside people park on grass verges, causing serious damage.  
  
**Honeypot sites:**  
  
The Lake District has both physical and cultural honeypot sites. Beauty spots, small shopping centres and historic houses all attract hundreds of visitors daily. Cat Bells is quite an easy climb, so many people walk up this smaller mountain. It therefore suffers from serious footpath erosion. Across the Lake District, 4 million people walk at least 6km per year. Several areas have scarred landscapes. Bowness is an extremely busy shopping and recreation centre in summer, Honeypot sites need to provide access and facilities while remaining as unspoilt as possible.  
  
**Pressure on property:**  
  
Almost 20% of property in the LDNP is either second homes or holiday let accommodation. Some local people make a good income from owning and letting such a property, and this is often forgotten by those who are more critical of second homes. The main issues include the following:

* holiday cottages and flats are not occupied all year
* the same is true of second homes, so their owners are not part of the community full time
* holidaymakers do not always support local businesses, often doing a supermarket trip. On the other hand, the main supermarket in Windermere is often full of visitors buying a great deal of food and drink for their stay
* demand for property from outsiders increases property prices in the Lake District, causing problems for local people who are forced to move out to find affordable homes on the edge of the region in Kendal or Penrith. This is the most serious tourist problem affecting local communities

**Environmental issues:**  
  
Water sports are not allowed on some of the lakes, but Windermere, the largest lake, has ferries and allows powerboating, wind-surfing and other faster and more damaging activities. The main issue is the wash from faster vehicles eroding the shore. Fuel spills are not uncommon, causing pollution.  
  
**Tourism management strategies:**  
  
Several strategies are being tried where the aim is to limit tourist impact rather than to discourage visitors, which would be against the ethos of any NP.  
  
**Traffic solutions:**  
  
Planning an efficient road network:

* county strategic roads, often like dual carriageways, are built on the edges of the Lake District to help move traffic in and out as efficiently as possible
* distributor roads link the small towns and key tourist villages
* access roads are small and take less traffic. Many people do not drive beyond the larger settlements. Some routes are 'scenic' and sometimes there is a choice, which splits traffic between routes
* traffic on smaller roads can be slowed by traffic-calming measures in villages, cattle grids in the countryside and an overall maximum speed limit
* heavy lorries should be kept off scenic roads

Planning public transport:

* where possible bus lanes operate in towns, although narrow streets limit this
* park-and-ride schemes encourage people to leave their cars at the edge of the National Park and go by bus. Costs are lower than town car parks
* buses in the most rural areas remain a difficulty as roads are so narrow

**Honeypot management**  
  
Footpaths:

* repairing footpaths improves appearance and encourages people to stay on the path
* reinforcing path surfaces reduce future damage
* signposting routes limits the number of paths

Parking:

* fence off roadsides so people cannot damage verges
* develop several new small car parks and hide them by landscaping using tree planting
* reinforce car-park surfaces to prevent damage. 'Waffles' are large concrete slabs with holes in them, like an edible waffle. Soil fills the holes and grass grows, giving a hard green surface

Litter:

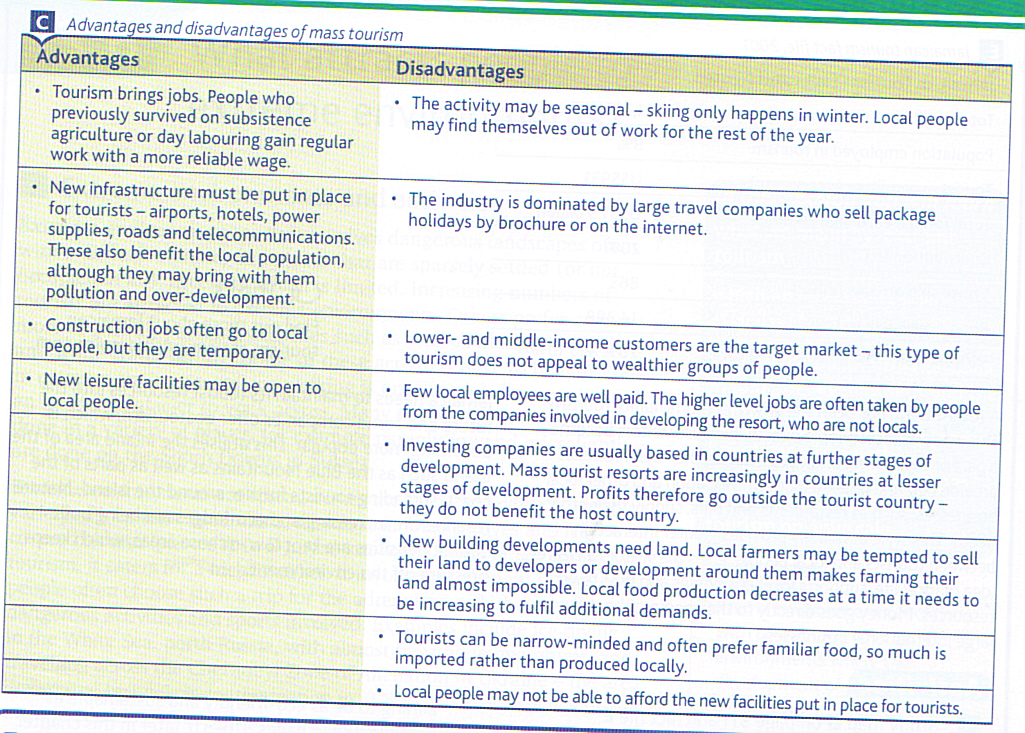
* bins should be provided at key points and emptied regularly. Overflowing bins encourage more litter
* designated picnic areas mean litter has to be dealt with in fewer places
* signs encouraging people to be responsible reduce litter

**Property prices**  
  
This is the most difficult issue. Management strategies cannot control house prices. Local authorities could build more homes for rent and developers could erect more low-cost homes for sale. Little has yet to be achieved.

**Environmental issues**  
  
Speed limits for boats limit the amount of wash caused, but to prevent erosion speeds would have to be very low, which clashes with the main pleasure of the sport - going fast! The speed limit on Windermere is 18kph. Limiting the noisiest and most damaging sports to certain parts of the lake can restrict the amount of damage done.  
  
<http://www.gatm.org.uk/geographyatthemovies/tourism.html> - this link takes you to the Geography At The Movies website and has great link for tourism videos - make sure you look at the videos on national parks and the Lake District in particular

**Mass tourism**

**Why do so many countries want mass tourism?**  
  
**Advantages and disadvantages of mass tourism**

Mass tourism - tourism on a large scale to one country or region. This equates to the Development and Consolidation phases of the Butler tourist resort life-cycle model.  
  
Mass tourism involves a large number of tourist coming to one destination. There is usually a particular purpose and a particular type of location, such as skiing in a mountain resort or sunbathing at a beach location. Many countries and regions want to develop mass tourism because they believe it will bring many advantages.  
  
  
  
**Mass Tourism in Jamaica:**  
  
Jamaica attracts 1.3 million visitors and it employs some 220,000 Jamaicans directly.  
Attractions:  
sandy beaches such as Montego bay and Port Maria

* botanic gardens
* watersports
* deep-sea fishing
* caves
* museum
* wildlife reserves and bird sanctuaries
* The Blue Mountains National Park

**Extreme tourism**

As suggested by the title above 'extreme tourism' involves dangerous landscapes often with a difficult climate and places that are sparsely settled (or not occupied at all), access to which may be limited. Increasing numbers of tourists are attracted to extreme environments. Others prefer even more of a thrill, pursuing activities such as rock climbing, paragliding and white-water rafting. Some of these activities have to be undertaken in extreme environments: ice-walking is one example because you need an ice cap or glacier to walk across. Many extreme activities can be done in a variety of places, for example paragliding and microlighting are done on the South Downs in Sussex.  
  
**Extreme environments**  
  
These are spread across the world and include locations such as deserts, mountains, rainforests, caves and ice-covered terrain. It is also known as shock or adventure tourism and it caters for a niche market. It involves an element of risk and people often choose such a trip for the adrenaline rush they get from the dangerous activities and sports involved. Example include ice-diving in the White Sea, north Russia, with almost freezing temperatures and travelling across the Chernobyl Zone of Alienation in Ukraine - the area devastated by nuclear contamination in 1986. In Jamaica such activities include climbing waterfalls and cliff-diving. Adventure tourism is one of the fastest-growing types of tourism in the world.

Canoeing in the Amazon Rainforest Extreme skiing in the Alps  
The target market for extreme tourism are people who are roughly 30 years old, unmarried and without children, have high-powered jobs and a good income as these trips are often expensive. Groups are small and distances great. The sector will never be large but there are enough tourists to allow it to grow. Most companies advertise using the internet rather than by brochure. Little investment is needed to set up the trips as hotles and expensive amenities are not required by the tourists as part of the thrill is about sleeping rough. Adventure tourism is growing rapidly in Chile, Peru, Argentina, Azerbaijan and Pakistan.

**Extreme tourism: Antarctica**

Small-scale tourism began in Antarctica in the 1950s when commercial shipping began to take a few passengers. The first specially designed cruise ship made its first voyage in 1969. Some 9,000 tourists in 1992-93 have now grown to 37,000 in 2006-7 and to 46,000 in 2007-8. This is thousands more than the scientific workers and their support staff who are there temporarily for research purposes. Over 100 tourist companies are involved. In 2006, 38.9% of visitors were American, 15.4% British, 10.3% German and 8.4% Australian.  
  
Tourists from the northern hemisphere usually fly to New Zealand or Argentina, taking their cruise ship onwards for one or two weeks. Smaller boats take them ashore at key locations for short visits, mainly to the peninsula or nearby islands.  
  
**Attractions:**

* Wildlife
* Scenery
* Small boat cruising
* Aircraft flight
* climbing
* camping
* walking
* helicopter flight
* ice landing
* kayaking
* snowboarding
* ship cruises
* scuba diving
* skiing

**Problems:**  
  
The environmental impact of an individual tourist is much greater than that of a researcher. Landing sites are chosen for a special feature, so they quickly become honeypots. More than 99% of Antarctica is covered with ice, so little is left for tourist activity. Few visitors go on the ice.  
  
Tourists only spend a short time ashore, but the impacts do not always reflect this. They want to visit the most picturesque and wildlife-rich areas. The impact is uneven but in places too great. Animals, especially penguins and seals, are disturbed by more than a few people. Not used to humans, they do not like to be touched. If they leave as a result, they may abandon eggs and young.  
  
There have been accidents when ships have struck uncharted rocks or ice floes. The great majority of shipping in Antarctic waters is tourist-based. Oil spills are becoming an increasing hazard for wildlife. Tourist ships must discharge all waste materials well away from the shore of Antarctica.  
  
**Solutions:**  
  
All tour operators are members of IAATO, which directs tourism to be safe and environmentally friendly. Around 100 companies are involved. In line with Antarctic Treaty, tourism is an acceptable activity in Antarctica - it is the scale that has to be controlled. Visitors are not allowed to visit Sites of Special Scientific Interest (SSSIs) in order to conserve precious wildlife and landscapes. Bird Island on South Georgia is one example.  
  
Although tourist numbers have increased rapidly in Antarctica, protection remains a priority. A permit must be gained for any activities on the continent. No ship carrying over 500 passengers can land in Antarctica. Nevertheless, there is concern that larger ships will eventually be allowed to land and that the volume of tourists will be beyond sustainable limits.

**Ecotourism**

Stewardship - the personal responsibility for looking after things, in this case the environment. No one should damage the present or future environment  
  
Conservation - the careful and planned use of resources in order to manage the natural environment for future generations  
  
The aims of ecotourism:

* to be environmentally friendly
* use more renewable sources of energy
* recycle waste products
* to involve local people at all levels of planning and during operation - this can include jobs and training
* build small-scale non-intrusive hotels where people can stay

**Ecotourism case study: Amazon rainforest**

**Why should we look after the rainforest?**

* Over the last 50 years the Amazon rainforest has changed and thousands of square kilometres are cleared every year for timber, farming, mining and road building. The result of this that 20% of the rainforest has now been destroyed
* Global warming - the rainforest absorbs a lot of carbon dioxide from the atmosphere. However, cutting down the trees and burning them to clear land results in carbon dioxide being added to the atmosphere instead - which, in turn increase global warming
* Flooding - clearing the rainforest trees reduces interception and means that, when it rains, the fertile topsoil is washed into the rivers and lost. The rivers also silt up as a result, which means that they are more likely to flood and damage farms, homes and businesses downstream
* Ecosystem - clearing the rainforest damages the fragile ecosystem there. Animals and plants lose their habitats and many species become extinct. We also suffer as a result, because Amazon rainforest species have provided the source of many ingredients used in modern medicines. Increasing rainforest clearance means that potential future medicines might be lost before they're discovered
* Tourism - ecotourists like to visit the rainforest and meet its wildlife and people. They bring money to the places they visit. If the forest is cleared, they won't want to come and communities will suffer financially
* Indigenous peoples - Amerindians have lived in the rainforest for centuries. However, increasing contact with the outsiders now moving into the forest means that they risk catching diseases which they have no resistance to. These diseases can be fatal. Clearing the rainforest also means that the Amerindians lose their homes and way of life

**Ecotourism in the Amazon Rainforest**

* Ecotourism usually involves small-scale tourism. The Yachana ecolodge in the Amazon Rainforest is one example of an ecotourism development. The ecolodge is a guesthouse where a small number of ecotourists can stay. It’s basically a small environmentally friendly hotel that is surrounded by nature
* The Yachana ecolodge is next to the Napo River - a tributary of the Amazon - which is close to the village of Mondana. It is set in its own, protected, 1200-hectare section of rainforest, which is home to thousands of species of tropical plants and animals. Every room has a view of the river, safe drinking water and a private bathroom with a hot shower. Its dining room serves the guests meals made from locally grown food.
* Most of the people who work at Yachana are local. They have jobs in the kitchen, dining room, garden - and help to look after the guests and their bedrooms. The lodge also employs Amerindian guides to show guests the forest environment and its creatures, how local people live and how they use plants for medicines.
* The Yachana ecolodge offers a range of ecotourism activities. They involve visiting the natural environment in small groups and causing as little harm as possible to the area and to the local people. The activities help tourists to better understand the environment and the lives of local people.

**They include:**

* rainforest hiking
* bird watching
* swimming in the Napo River
* canoeing
* photography
* visiting the local village
* learning to make traditional 'mokaua' pottery
* taking part in a traditional ceremony
* visiting a nearby biological research station

**What's good about ecotourism?**  
  
**The environment**

* ecotourism means that the environment the ecotourists are visiting will be looked after. The trees are not cut down, but conserved for the future, because the forest is now an important attraction and economic asset.
* because ecotourism is small-scale, ecotourists travel in small groups. This means that they consume few resources, cause little pollution and are less likely to cause physical damage, like trampling vegetation
* the Amazon rainforest is an important global resource. By absorbing carbon dioxide from the atmosphere, the trees act as a brake on increased global warming. Therefore, anything which promotes their preservation is a real benefit - not just for the local environment but for the world.
* the Yachana ecolodge recycles its waste and uses renewable solar power

**The local economy**

* Ecotourism developments, such as the Yachana ecolodge mostly employ local people. Their wages are then spent in local markets
* Ecotourism also provides local farmers with two new markets: the tourist developments themselves. like the ecolodge, plus the local people who work for the ecolodge and who don't have time to grow their own food anymore, because they're too busy with their tourism jobs
* Ecotourist like to visit villages and interact with the people. They pay for extra services and buy souvenir handicrafts from them. This puts more money into the local economy

**People's lives (social)**

* as a result of ecotourism, some local people can now afford consumer goods, like televisions and radios - and motorboats instead of canoes. These change people’s traditional lives and can be seen as a negative impact. But many younger people welcome them
* the extra money in the local economy means that more can be spent on healthcare and education - leading to higher literacy levels and life expectancy
* because more people are better off now, as a result of ecotourism, fewer fell the need to migrate (move away) to cities in search of work. Many migrants are younger adults, who leave an older population behind. One result of less migration from the Amazon is a better balance of people from different age groups - with more younger, fitter people to earn money, grow food and look after the elderly.

**How does ecotourism help sustainable development?**

* Ecotourists visit the Amazon rainforest because of its natural rainforest
* Ecotourism brings money to the area
* The forest and its wildlife become economic resources - and so do the traditions of its local people
* Local people, local government and local businesses value nature and tradition more
* The environment and traditional ways are sustained

**Kenya: tourism in a poor country**

**Why does Kenya attract large numbers of visitors?**  
The country is fortunate in having two different environments that are both attractive to foreign visitors:

* wildlife parks on the plateau
* Indian Ocean coastline

In a typical two-week holiday to Kenya, people spend one week on safari ad one week on the coast. 80% of visitors say the principal reason for visiting Kenya is the wildlife.  
  
**Benefits:**

* inflow of foreign exchange
* provides a multiplier effect to other parts of the economy
* tourism increases demand for goods and services in agriculture, drinks, transport, entertainment, textiles and crafts
* provides jobs
* money can move into the hands of local people directly through tourist buying from market stalls and using taxis
* tourism protects the wildlife - if there was no demand for tourists to visit the wildlife the Kenyan Government would not protect it

**Problems:**  
  
**Economic - visitor numbers go up and down**  
  
The tourist industry in Kenya is not stable and the numbers go up and down through highs and crashes. The reason numbers may crash is as a result of terrorist attacks in Mombasa as in 2002 and from political unrest as a result of a disrupted election result.  
  
**Environmental damage**

* coral reefs - anchors when dropped damage the coral, tourists break off the coral for souvenirs
* game parks - the drivers and tourists are keen to get as close a spossible to the wildlife and leave the main tracks and armies of minibuses can surround the animals. The minibuses churn the ground when it is wet leaving to soil erosion in the dry summer months
* 8000 visitors in the park at any one time which can scare the animals and their numbers have started to drop
* poaching

**Social - conflicts with local people**

* conflicts between local tribes people (the Masai) and the Kenyan authorities - when the game parks were set up the Masai were driven off of their land to make way for the wild animals. Recently rapid population growth of the Masai and shortages of grazing land mean the Masai are living very close to the national parks edge. Elephants trample their crops and lions eat their livestock. Occasionally people are killed by the wildlife but generally it is the wildlife which suffers in human/wildlife conflicts

**Strategies for the future**

* diversify the country's tourist product range, by opening up new avenues of tourism, such as adventure activities on rivers and lakes (rafting, canoeing, sailing and cruising)
* achieve a better distribution of tourist activities throughout the country to reduce environmental pressure on tourist hot spots
* the numbers of tourist in the Masai Mara park are reduced - this has been done by increasing admission prices and increasing the prices for staying at hotels and campsites
* encouraging ecotourism making sure they use skills and knowledge of local people

**Glossary**

|  |  |
| --- | --- |
| Key term | Definition |
| Ecotourism | Tourism that focuses on protecting the environment and the local way of life. Also known as green tourism |
| National Park | An area usually designated by law where development is limited and planning controlled. The landscape is regarded as unusual and valuable and therefore worth preserving. |
| Honeypot site | A location attracting a large number of tourist who, due to their numbers, place pressure on the environment and people |
| Mass tourism | Tourism on a large scale to one country or country. This equates to the Development and Consolidation phases of the Butler tourist resort life-cycle model. |
| Extreme environments | Location with particularly difficult environments where development of tourism has only recently occurred due to a niche market demand for somewhere different with physical challenges |
| Stewardship | The personal responsibility for looking after things, in this case the environment. No one should damage the present or future environment |
| Conservation | The careful and panned use of resources in order to manage and maintain the natural environment for future generations |